



Collective Licensing

Improving content accessibility for disabled students

Presented by:

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Copyright
Clearance
Center

Global Rights Broker

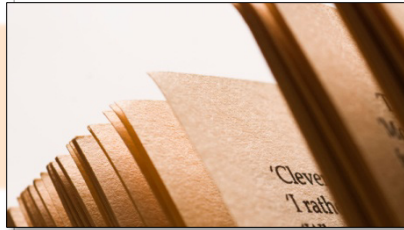
- Not-for-profit founded in 1978
- Solutions for the seamless sharing of knowledge
- Manage 350 million rights
- License 35,000 companies
- License 1,200 academic institutions
- EContent 100 List for 4 years
- Outsell “10 to Watch” list

Voluntary Opt-in Licensing

- Individual contracts with rightsholders, businesses and academic institutions from around the world
- No statutory license in the US that requires either rightsholders or users to sign with CCC
- No statutory “assist” that helps CCC convince rightsholders or users to sign with CCC
- No specific regulatory authority that either supervises CCC or helps CCC to build new services or relationships with rightsholders or users

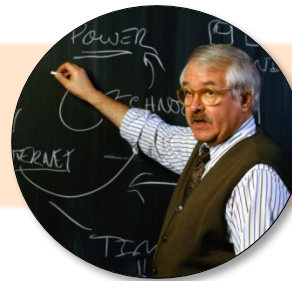
How Collective Licensing Works

Copyright holders



Rights from many sources are available in one place

Content users



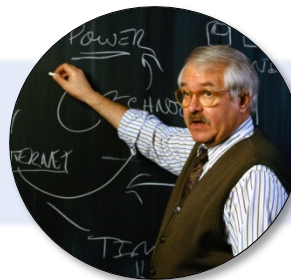
How Collective Licensing Works

Copyright
holders

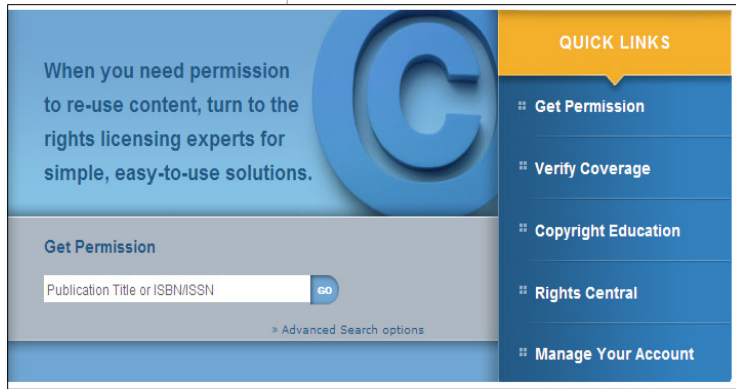


Royalties are collected from content users and distributed to rightsholders

Content
users



Collective Licensing Options



Pay-per-use

- One permission at a time
- For one specific use

Repertory Licenses

Repertory/Blanket Licenses

- Rights to use content from many different sources
- Allows multiple types of uses
- One payment per year

Benefits of Collective Licensing

- **Faster, more convenient** for content users than pursuing rights from individual copyright holders
- **More efficient** way for copyright holders to license their material to many different customers

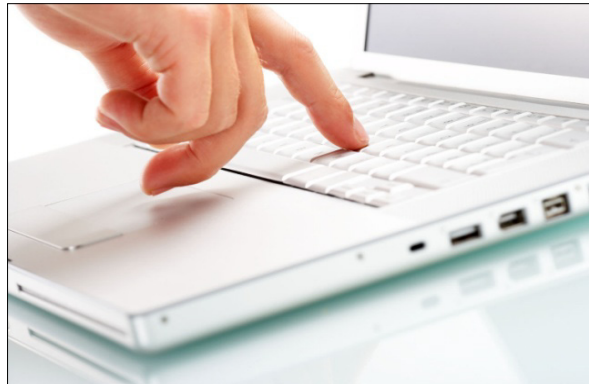


Attributes of a Well-Developed Collective License

- Voluntary, opt-in and non-exclusive
- All parties compromise
- Format-neutral and device-neutral
- Standard terms and conditions (limited negotiability)
- Individuals licensed through their organizations
- Licensing available as part of packages from 3rd party vendors
- Can accommodate many forms of payment mechanisms

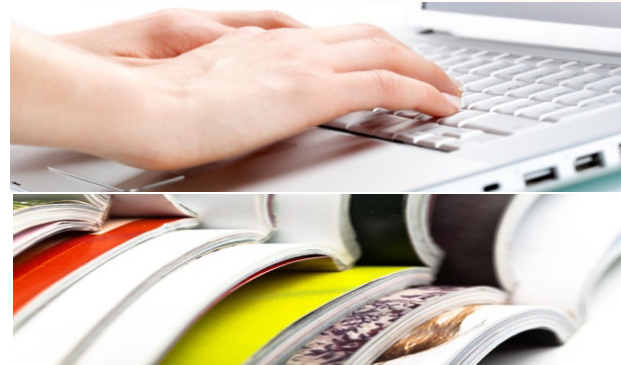
Annual Copyright License for Academia

- One license
- Campus-wide coverage
- Millions of information sources



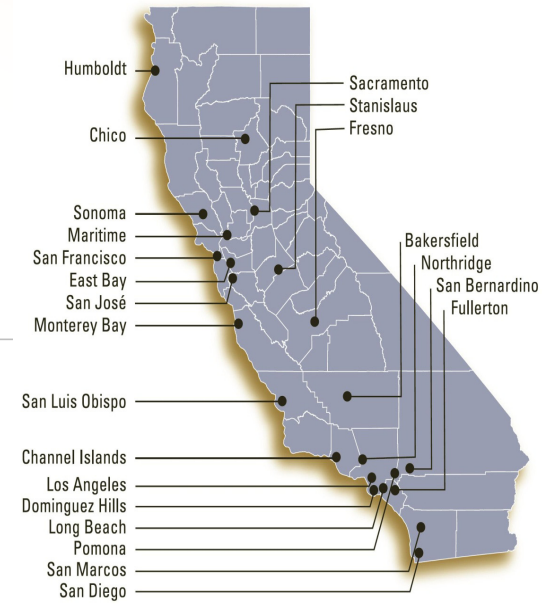
License Coverage

- Email
- E-course content
- Coursepacks
- Class handouts
- Research collaboration
- Library reserves
- Administrative copies



“Get It Now”

- Provides just-in-time fulfillment of journal content; augments an ILL operation
- Began with California State University System
- Certified as accessibility-compliant
- Device-neutral



Future Possibilities

- Collective Management Can Help
 - CMO could license institutions on behalf of their visually-impaired constituents and manage entire transaction
 - CMO could build access into workflow – such as within university library system – to obtain content in the required format for the library patron
 - CMO could aggregate rights from rightsholders for use of works outside the U.S., file-format and device neutral as well as DRM neutral
 - CMO could validate rights of a content user